Member: Chamber of Commerce
Fremont, Ohio

Reference: Fremont Savings Bank
Fremont, Ohio

KESSLER SALES CORPORATION

FREMONT, OHIO

INVENTION BROKERS

Affiliate Companies:
THE K. KESSLER COMPANY, INC.
THE KESSLER COMPANY, LTD.
KESSLER ENTERPRISES
FOUNDER: School of Restaurant Arts
Cable Address:
KESCO

Dear friend:

You wrote me that you have an invention. Probably you worked hard developing it. Most inventions take a lot of work - work, planning, sweat, and money.

Money! It goes out fast when you are developing an invention. The big point is TO GET BACK WHAT YOU INVESTED PLUS A PROFIT AS YOUR REWARD FOR DEVELOPING YOUR INVENTION.

You have the invention. What do you propose to do with it next?

Let it lay? Sit back while hundreds of other inventors - maybe some not as proficient as you - make fortunes? Yes, fortunes. It would be interesting if somebody would make a survey of all the men who have made in excess of $50,000 out of their inventions. I'll bet there would be thousands on the list.

Some of those inventions were small. Gimmicks, they're called. Some were gigantic and changed the whole pattern of man's life. But -

An invention is not necessarily judged on its size. It is judged on its worth to mankind. In cruder words, it is judged on how many people will dig down in their pockets and pay cash for the finished article.

> IF YOU HAVE A SMALL INVENTION AND YOU THINK IT IS INCONSEQUENTIAL - DON'T THINK SO. FAR FROM IT. I CAN SHOW YOU A THOUSAND INVENTIONS THAT WERE SMALL AND YET MADE THOUSANDS AND THOUSANDS OF DOLLARS FOR THE INVENTOR!

Let me tell you about one case. A man came to me with a small plastic button-like affair. At first glance I didn't have the faintest idea what it was. He handed me a small flashlight and said, "Shoot light through it." I did - presto! The head of the button lit up like a toy balloon. It was translucent plastic and the invention was to set these small buttons in a tin case, with a light bulb behind them, and they would light up into a brilliant sign. Maybe you have seen these signs in drug store windows, hardwares, etc. They went big before the war. (I might add that another man and I franchised distributors in a number of States to make and sell the signs.)

JUST A LITTLE BUTTON, made of plastic. SIMPLE? The last time I saw that inventor, which was at the beginning of World War II, he owned a couple apartment buildings in Los Angeles!

(over)

> Now let's look at his success from your viewpoint. Suppose that man hadn't marketed his invention. Supposing he had put it off. "I'll wait a little longer," he might have said. "I'll do it tomorrow."

TOMORROW WOULD NEVER COME. AND THE BIG CAR HE LATER OWNED, AND THE APARTMENT BUILDINGS, WOULD NEVER HAVE BEEN HIS TO ENJOY.

I don't say, or even imply, that your invention will make that kind of money. I wouldn't be permitted to use the U.S. Mails very long if I did, for I haven't analyzed your invention. Yours may be good, it may be revolutionary, and it may not.

But I can tell you one thing: If it has merit at all, I'll do everything in my power to make it a success for you after you become my client.

As I am writing this I have a letter on my desk that tells the story better than I can tell it. It came in just a few days ago from an inventor whose invention we sold.

> His letter in effect states: ". . . your efforts are certainly productive. I am amazed how fast you worked in selling my invention. Another thing, you saw to it that my interests were protected."

I appreciate such letters, believe me. But we are only doing our job as we see to do it. You don't need to thank us, because you are paying us a fee to do our best. All I ask of you, as an inventor, is to send me inventions that I can sell.

There is only one other thing I ask: THAT YOU GIVE ME YOUR CO-OPERATION. YOUR GOOD-WILL, MORAL SUPPORT, AND COOPERATION GO A LONG WAYS IN HELPING PUT OVER YOUR INVENTION.

Yet you are always the boss in my office. Your cooperation is needed, yes, but as to the royalty or cash that you want, or the mode of handling you prefer, these things are strictly up to you. It is your invention, first, last and always. We are working for you as your representative. My big job, after you become my client, is to attempt to make money for you from your invention.

As soon as we have finished preparing the sales material for your invention we send this material to you for your approval. If you desire any changes in it, or if you have any suggestions, you tell us and we make the changes you desire in the sales material. Then we begin submitting it to manufacturers.

We are careful to see that it goes to manufacturers in the right line. As I have said repeatedly in previous letters, your invention will never be a big success unless it is placed with a manufacturer who can give it maximum sales and distribution.

If you send an invention of, say, a new type spark plug to a company who makes generators, you will get a big "NO, NOT INTERESTED."

You would be surprised how many men who should know better make that simple, but BIG, mistake. For that matter, an invention can get a NO even from the right industry line IF IT IS NOT PRESENTED TO THEM PROPERLY.

As an example, I was lunching with an executive of a fairly big company not long ago and he told me that his company TURNED DOWN AN ITEM OFFERED THEM BECAUSE THEY DIDN'T SEE THE POTENTIAL IN IT.

"Today," he said, "We are making that item and paying a royalty on it to a competitor of ours who did take it from the inventor." In other words, one of their competitors saw its worth. They didn't.

Probably because it was not outlined to them clearly or they did not recognize how it would fit into their production schedules. Happily, this story turned out fine for the inventor. But supposing the other company had not recognized the invention's worth?

NO MATTER HOW GOOD YOUR INVENTION MAY BE, IT STILL SHOULD BE CLEARLY PRESENTED TO THEM. OTHERWISE THEY MAY OVERLOOK IT.

Your invention will never fall victim to such errors if I can help it. You will never need worry about the three crucial points:

1. IT WILL BE SENT TO THE RIGHT INDUSTRY LINE.

2. IT WILL BE PRESENTED IN A CLEAR, CONCISE MANNER.

3. IT WILL NOT BE "SOLD SHORT" FOR YOU. I will advise you as we go along on what I think your invention should bring to an interested manufacturer. I wouldn't want you to take one cent less in cash or royalty than what I think your invention is worth. I am a salesman, selling for you, and I wouldn't be worth your confidence if I "peddled a bargain". If the other man is going to make money from your invention, then you are too. You must be fair, sure. But not give it away.

Most of my life has been devoted to selling things. You are the inventor - I, the salesman. It takes the two of us. Men like you and I have been teaming up since merchandising began, the one producing and inventing, the other marketing.

Now I have told you about all there is to tell about how I can serve you. You have an invention that will begin paying you an income only if it is put on the market. Only then will it put money in your pocket.

(over)

Waiting can be dangerous. Not a year passes that we don't see inventors disappointed because somebody else got on the market ahead of them with virtually the same idea.

So don't wait for "tomorrow". Success and money are made from action, not procrastination. PUTTING IT OFF WILL ONLY LOSE YOU THE PROFITS THAT YOU OTHERWISE MIGHT BE MAKING. An old Scotch adage that "a profit not made today is lost forever" is certainly true.

All that remains is for you to complete the Proof of Invention Form, sign the agreement, and mail your remittance.

Let me urge you - DON'T WAIT. DO IT NOW.

Sincerely your friend,

K. O. Kessler

K. O. Kessler

P.S. Your invention needn't be patented. If it is, fine. But we can make initial offerings without it being patented. Later, when the proper time comes, we can discuss the patent search and application.

P.P.S. I am enclosing another copy of my Guarantee. This Guarantee is a challenge to me. If I don't produce results for you, and somebody else can, then I am fully willing to refund every cent you paid me, plus interest on your money.

K.O.K.

Manufacturers wire says: "We are accepting your proposal--- We agree to pay inventor a royalty of 5%-"

(Here is PROOF of Kessler's action - hard-hitting, result-getting action. List your invention with Kessler - get ACTION!)

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

WU1 88 NL COLLECT =ZANESVILLE OHIO NOV 5=

K O KESSLER ZANESVILLE OHIO=5=905AME

KESSLER SALES CORP

FREMONT OHIO=

OUR BOARD OF DIRECTORS TODAY APPROVED AND ARE ACCEPTING THE LICENSE AGREEMENT YOU PROPOSED WITH ONLY MINOR CHANGES FOR THE POST HOLE DIGGER INVENTION WITH A STIPULATED ROYALTY OF 5 PER CENT TO THE INVENTOR ON ALL POST HOLE DIGGERS WE MANUFACTURE AND SELL I ALSO WANT TO EXTEND MY PERSONAL CONGRATULATIONS FOR THE FINE WAY YOU HAVE HANDLED NEGOTATIONS WITH US AND IT WILL BE A PLEASURE TO DEAL WITH YOU AGAIN IF OTHER INVENTIONS YOU SUBMIT TO US ARE WITHIN OUR LINE= H A PRONIO PRESIDENT ROPER MFG CO

This invention was listed with Kessler on July 30. We sold it to the above manufacturer in a little over 90 days. (Note date of Nov. 5 on the above telegram.) Why not send us your invention - TODAY?

Member: Chamber of Commerce
Fremont, Ohio

Reference: Fremont Savings Bank
Fremont, Ohio

KESSLER SALES CORPORATION

FREMONT, OHIO

INVENTION BROKERS

Affiliate Companies:
THE K. KESSLER COMPANY, INC.
THE KESSLER COMPANY, LTD.
KESSLER ENTERPRISES
FOUNDER: School of
Restaurant Arts
Cable Address:
KESCO

Date September 15, 1958

Mr. Millard E. Haller
Mr. George S. Andrews

1191 East 214th Street

New York 69, New York

SALES MATERIAL FOR YOUR APPROVAL

Dear Client:

Enclosed you will find 2 copies of the sales folder that we have prepared for submitting.

Would you kindly look this over, initial in the space provided and return this copy, and retain the other copy for your own records.

KESSLER SALES CORPORATION

Prepared under supervision of

T. E. Blair
Sales Manager

jb

Member: Chamber of Commerce
Fremont, Ohio

Reference: Fremont Savings Bank
Fremont, Ohio

KESSLER SALES CORPORATION

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THE KESSLER COMPANY, LTD.
KESSLER ENTERPRISES
FOUNDER: School of Restaurant Arts
Cable Address:
KESCO

INVENTION AVAILABLE

Gentlemen:

Title of Invention Available: Sleeve for Joining 'T' Bars in Installing Tile
Status: Patented
Our File #: 3307 - Haller (Please give title and file number in all correspondence)

Description and Use:

We are presenting here an invention of a specially designed sleeve for joining 'T' bars in installing tile. It is adapted to connect abutting 'T' bars used in the installation of acoustical tile or similar construction materials on walls or ceilings. This inventionprovides a connecting sleeve for 'T' bars which obviates the disadvantages of prior connecting elements. The connecting sleeves of this invention form a rigid joint between abutting 'T' bars and permits the connection thereof at any desired point between the carriers or beams to which the 'T' bars are attached, without sagging or bending at the joints.

This is a brief description of this device, but after having studied the overall specifications and drawings contained in the patent covering the invention, we sincerely believe that the item possesses some very outstanding features and we hope that you will be sufficiently interested to request further information, which will be readily supplied.

COMMENTARY: Here is an invention which fills a real need while at the same time provides the novelty necessary in the promotion of any generally new idea. It would appear that the sales potential is large. It presents no problem in its distribution that we foresee, and the item is such that it lends itself to a strong sales presentation. From the viewpoint of advertising, it will demonstrate well from illustrations and clear descriptive advertising copy can be written around it.

The inventor has done a very good job of anticipating production methods. He has considered economy of manufacturing and though we are aware that a manufacturer would possibly make changes, the basic idea is presented by the inventor in about as simple and straightforward a manner as possible.

For any additional information you may desire, please call us long distance, collect, or write us immediately.

Very truly yours,

T. E. Blair

T. E. Blair
Sales Manager

Member: Chamber of Commerce
Fremont, Ohio

Reference: Fremont Savings Bank
Fremont, Ohio

KESSLER SALES CORPORATION

FREMONT, OHIO

INVENTION BROKERS

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THE KESSLER COMPANY
THE K. KESSLER COMPANY, INC.

Cable Address:
KESCO

INVENTION AVAILABLE

TITLE OF INVENTION

Sleeve for Joining T Bars in Installing Tile
(Please refer to title in all correspondence)

RE:

File #: 3307 - Haller-Andrews

Contained in this folio are the pertinent details and description of the above titled invention.

We request that you examine it carefully for its potential in your line of business.

If you have any questions, please write or call us collect. As representatives of the inventor we are empowered to engage in preliminary discussions. This invention may be obtained under a reasonable license or franchise arrangement.

If for any reason you do not feel that this invention comes within your scope we would appreciate any suggestions of another company or line where you might believe it would have value.

Yours truly,

T. E. Blair

Kessler Sales Corporation

P.S.--When you are finished with this folio would you kindly return it to us.

TITLE OF INVENTION: Sleeve for Joining T Bars in Installing Tile

OUR FILE: 3307

STATUS RELATIVE TO PATENT: Patented #2,833,575

May 6, 1958 M. E. HALLER ET AL 2,833,575

SLEEVE FOR JOINING T BARS IN INSTALLING TILE

Filed May 13, 1954

FIG. 1

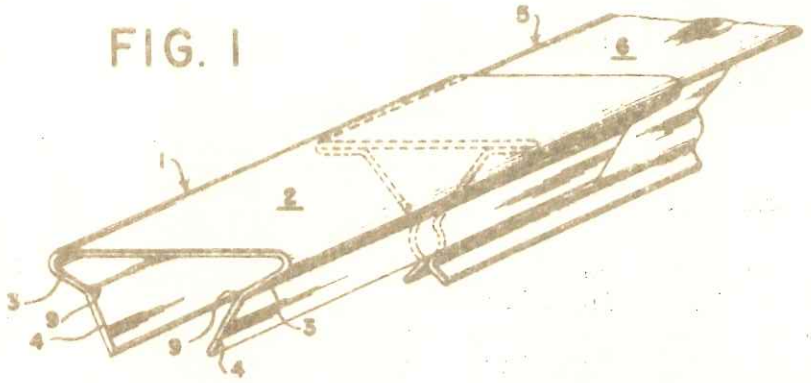


FIG. 2

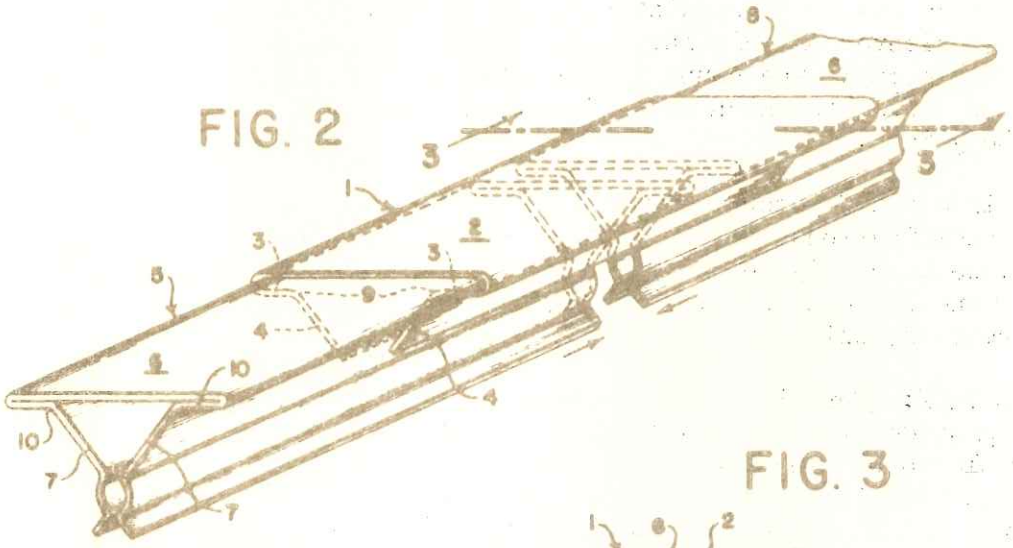
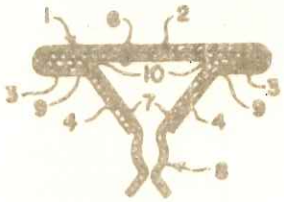


FIG. 3



INVENTORS.
Millard E. Haller
BY George S. Andrews
Parmelee, Johnson, Martin, Bronaugh and Taylor
ATTORNEYS

United States Patent Office

2,833,575

Patented May 6, 1958

2,833,575

SLEEVE FOR JOINING T BARS IN INSTALLING TILE

Millard E. Haller and George S. Andrews, New York, N. Y.

Application May 13, 1954, Serial No. 429,645

1 Claim. (Cl. 287—108)

This invention relates to a sleeve adapted to connect abutting T bars used in the installation of acoustical tile or similar construction materials on walls or ceilings.

The installation of tile, acoustical panels, or similar materials on ceilings or walls is usually accomplished by rigidly attaching T bars to the spaced beams or carriers of the ceiling or wall. The T bars bridge the gaps between the beams or carriers and the tile or panels are attached to the T bars by means of bracket clips or similar means. In attaching the T bars to the carriers, it is frequently necessary to interconnect one or more T bars by some suitable means in order to span the entire length or width of the ceiling or wall. Heretofore, it has been necessary to interconnect the T bars closely adjacent the carriers to prevent sagging and bending at the joints. This necessitates cutting the T bars adjacent the carriers which results in waste of material, labor and time.

The present invention provides a connecting sleeve for T bars which obviates the disadvantages of prior connecting elements. The connecting sleeves of the present invention form a rigid joint between abutting T bars and permits the connection thereof at any desired point between the carriers or beams to which the T bars are attached, without sagging or bending at the joints. The connecting sleeves of the present invention further provide a connecting element for T bars which is inexpensive and easy to apply.

According to the present invention, the connecting sleeve structure comprises a base member having two depending side members forming a channel-like shaped metal structure, and flanges attached to each of the side members. The width of the base member is slightly larger than the width of the cross bar member of the T bar, so that when the sleeve is fitted over the T bar the cross bar member fits snugly within the confines of the base and side members of the connecting sleeve. The length of the side members of the channel strip is such that when the side members are squeezed toward each other onto the T bars the junctures of the side members and the flanges of the sleeve fit snugly within the juncture formed by the cross bar member and the vertical bar member of the T bar. The side members rigidly contact the under sides of the cross bar member. The flanges extending from the side members are so constructed that they rigidly contact the sides of the vertical bar member of the T bar.

For a more detailed description of the invention reference may be had to the drawings in which:

Figure 1 is a schematic view showing the sleeve in open position before it is squeezed onto the T bar;

Figure 2 is a schematic view showing the sleeve in closed position connecting abutting T bars;

Figure 3 is a cross section of Figure 2 taken along the lines 3—3.

In Figure 1 the connecting sleeve 1 is shown in open position and fitted over a T bar 5. The sleeve as shown comprises a base member 2 having depending side members 3 forming a channel shaped structure. Depending from the side members 3 are flanges 4. The sleeve is fitted over the T bar by sliding the T bar into the channel formed by the base and side members of the sleeve. The width of the base member is slightly wider than the width of the cross bar member 6 of the T bar 5 so that the cross bar snugly fits within the channel of the sleeve. The sleeve is squeezed on the T bar by pressing the flanges 4 toward each other by any suitable means.

The sleeve is shown in closed position in Figures 2 and 3 and interconnecting two T bars 5 and 8. The length of the side members 3, as more clearly shown in Figure 3, is such that when the side members are squeezed toward each other to the closed position onto the T bars, the juncture 9 of the side members 3 and the flanges 4 of the sleeve fit snugly within the juncture 10 of the cross bar member 6 and the leg member 7 of the T bar. The flanges 4 close upon the sides of the vertical bar member 7.

The present connecting sleeve structure prevents movement of the T bars in both a vertical and lateral direction by means of simultaneous contact with both the under side of the cross bar and the lateral sides of the vertical bar of the T bar. The flanges are sufficiently long so as to engage a substantial portion of the vertical bar member giving more surface contact area in the joint and further preventing any undesirable movement at the joint.

We claim:

A sleeve for joining T-bars having cross bar members and leg members which consists of a base member, side members extending from the base and with said base member forming a channel structure adapted to receive the cross bar members of the T-bars to be joined, said side members converging towards one another from said base member, and each forming an acute angle with the base member, and flanges extending from the edges of the side members remote from the base member, said flanges converging towards each other, and each forming an acute angle with the base member larger than the acute angle formed by its side member with the base member, the edges of said flanges remote from the side members being free and spaced from one another, the length of the side members being substantially equal to the distance between the outer edge of the cross bars of the T-bars to be joined and the juncture of the cross bars of such T-bars and the legs thereof, said sleeve being adapted to be slipped over adjacent ends of the T-bars to be joined and to have the sides and flanges, respectively, pressed against the underside of the cross bars and against the legs of the T-bars with the junctures between the side members and flanges of the sleeve fitting snugly in the junctures between the cross bars and legs of the T-bars.

References Cited in the file of this patent

UNITED STATES PATENTS

1,053,173	Hilgendorf	Feb. 18, 1913
1,817,954	Trowbridge	Aug. 11, 1931
2,296,336	Crozier	Sept. 22, 1942
2,531,349	Brett	Nov. 21, 1950

FOREIGN PATENTS

176,013	Great Britain	Mar. 9, 1922

A DISCUSSION OF THE ENCLOSED MATERIAL

TO OUR CLIENT: In the interest of keeping you posted on the work we are doing on your invention, we request you to read the following general discussion:

The main purpose of the preliminary sales material is to give the manufacturer a brief outline of your invention, its uses and advantages, along with our own recommendation to the manufacturer. You will note that we point out why we think your invention has a profit potential.

Many of the firms to whom we will submit your invention know us, or know about us. Hundreds of manufacturers have solicited us for inventions. In devising our method of submitting we consulted with numerous executives. They told us they first want to know the basic idea of the invention before they will spend the time to go into broader details. As one executive put it, "The massive files sent in by some inventors and brokers hits the wastebasket simply because we do not have the time to wade through the details just to learn if the basic idea appeals to us."

So our system is geared to their wishes and if the basic idea does appeal to them, they contact us. They may want to see a model, if one is available. They may request information as to the financial arrangement, royalty expected, etc. If they are not interested they may or may not communicate this to us. You will note how our sales material is worded, "For any additional information you may desire please call long distance, collect, or write us immediately." This wording is deliberate and negates the necessity of extraneous correspondence, their absence of an answer indicating lack of interest.

Our relations with the manufacturers are excellent and we strive to keep them that way. We never "oversell" an invention for there is no surer way of lessening its chances. Executives know that neither we nor they can be certain that an invention will be successful until it is actually market tested on the ultimate consumer. The broker who uses superlatives and overplays an invention only makes himself and the inventor ridiculous in the eyes of the manufacturer. So we use restraint. We present your invention forthrightly and with dignity so that the manufacturer respects both you, our client, and us.

One thing more: As our client, you may have suggestions. If they are constructive we certainly welcome them, so long as they do not go counter to our basic policies.

Yours truly,

T. E. Blair

Sales Manager
Kessler Sales Corporation

TEB: jb

Member: Chamber of Commerce
Fremont, Ohio

Reference: Fremont Savings Bank
Fremont, Ohio

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Dear Client:

Some inventors have a misunderstanding of our Guarantee and I am writing this letter to clear it up. This letter probably does not pertain to you - unless you misunderstood the Guarantee - but please read it.

Some inventors have the understanding that we Guarantee to sell their invention.

We do NOT guarantee that we can sell your invention. No honest, ethical broker could make such a Guarantee for the simple reason that not all inventions are saleable. Inventions are not like real estate. A real estate broker knows when he lists a property that somebody will buy it. With inventions, many are just not saleable.

Our Guarantee clearly states its meaning, which is this: If we fail to sell your invention, yet you or anybody else acting as your agent, does sell it to a manufacturer, either on a cash sale or on a royalty arrangement, then we will refund your money because it will then have been demonstrated that your invention was saleable.

If we fail to sell your invention- and I sincerely trust that we succeed, not fail- and you or an agent acting for you sells it to a manufacturer, we require that you send us a photostatic copy of the signed contracts between you and the manufacturer. If the contracts are bona fide, and the manufacturer is a known, established concern, then that is proof that your invention was saleable.

We are often asked too, how long our work on an invention continues. Normally we have completed the work in 6 months. Either we have sold it within 6 months or else we have exploited the prospective manufacturers by then. You will receive a list of the manufacturers to whom it will be submitted soon after you have approved the sales material.

Sincerely,

K. O. Kessler

KOK: jb
G-9